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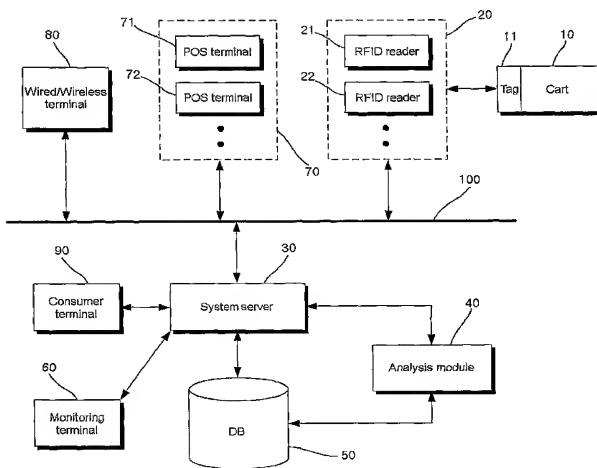
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(54) Title: SHOPPING PATTERN ANALYSIS SYSTEM AND METHOD BASED ON RF

(57) Abstract: Disclosed is a system and method for detecting a location of a consumer in a store using a RFID, analyzing a shopping traffic line of the consumer by checking shopping time of the consumer in a zone in the store and tracing the location of the consumer, and analyzing a shopping pattern of the consumer using a result of the analysis of the shopping traffic line. The system includes a tag attached to a shopping cart and having mobility corresponding to a shopping consumer; a plurality of readers for reading information of the tag through local area radio communication and transmitting the read information through a network; an analysis module for analyzing a shopping pattern of the consumer from the information of the tag read by the readers; a database in which the information of the tag and analysis data of the analysis module are stored; a system server for managing the analysis data of the analysis module by performing communication with the readers, and controlling the analysis module and the database; and a monitoring terminal for receiving a result of the analysis for the shopping pattern from the system server and displaying the received' result of the analysis.

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